

"Adventure" Magazine
[161 6th Ave]

August 22, 1933

Adventure

THE BUTTERICK PUBLISHING COMPANY

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Editorial Offices

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Dear Mr. Wood:

Here's an idea that we'd like you, as a member of the Ask Adventure staff, to give us a boost with. We think it's a fine one, don't you? Here it is:

We'd like to see a copy of ADVENTURE on the table of every clubhouse and recreation hall where men gather in a mass. It may be your own professional or social organization, a hunting or fishing camp, the officers' club or recreation hall of an Army post, a Y.M.C.A., a church, school or athletic group. Your contacts are wide and varied. Among your own affiliations there are doubtless places where men get together. If so, we'd like to know that a copy of ADVENTURE is on the table. If you send us the name of any such group where men meet we'll see that a sample copy of our magazine is promptly sent. We shall let the magazine speak for itself, without any fancy salesmanship -- and all we'd like you to do is think of the most worthwhile groups where you know ADVENTURE will be welcome and read.

Last winter General Nogales burst into the office with the astounding news that he couldn't find a copy of ADVENTURE in the reading room of his New York club, which is one of the most renowned sanctuaries for explorers and adventurers in the world. The club librarian was not ADVENTURE-conscious. He is now! A sample copy, sent at the general's suggestion, was eagerly snatched by club members -- as the subscription copy has been ever since. Heaven only knows how far-reaching was that club's subscription to a magazine which by every rule of logic it should have subscribed to long before.

We know that the big Y.M.C.A.'s, the Seamen's Institute, and hundreds of organizations where men meet to lounge, exercise, eat or drink, are on our subscription list. In fact, ADVENTURE is read in the recreation rooms of many large steel and lumber companies, in trade union halls and in all sorts of places where men work as well as play. But there are countless groups where an entering wedge might result in scores of new readers.

Simply send in your preferred list, and our mailing desk will see that every group you suggest gets a copy. If you can, give the name of the man in charge of the club, reading room or organization. Don't be afraid of making a seemingly impractical suggestion. Anything you have to say will be stimulating and certainly some capital can be made of it.

Thanking you in advance, and awaiting your suggestions.

Sincerely,

Victor Weybright
Managing Editor